

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A method for use in an
2 environment including a client device and an ad server, the
3 method comprising:

4 a) accepting ~~document~~ information concerning a
5 document requested by the client device, the
6 information being sourced from an application on the
7 client device;
8 b) determining at least one ad relevant to content of
9 the document using at least the accepted ~~document~~
10 information; and
11 c) sending the at least one ad determined to the
12 client device.

1 Claim 2 (original): The method of claim 1 wherein the act
2 of determining at least one ad relevant to the content of
3 the document further uses at least ad relevance
4 information.

1 Claim 3 (original): The method of claim 2 wherein the ad
2 relevance information includes an ad concept.

1 Claim 4 (currently amended): The method of claim 1 wherein
2 the accepted ~~document~~ information is document relevance
3 information.

1 Claim 5 (currently amended): The method of claim 1 wherein
2 the accepted ~~document~~ information is at least one concept
3 of the content of the document.

1 Claim 6 (currently amended): The method of claim 1 wherein
2 the accepted ~~document~~ information is a document identifier.

1 Claim 7 (original): The method of claim 6 wherein the act
2 of determining at least one ad relevant to the content of
3 the document includes

4 i) using the document identifier to lookup
5 document content relevance information, and
6 ii) using the document content relevance
7 information to determine at least one ad relevant
8 to the content of the document.

1 Claim 8 (currently amended): The method of claim 1 wherein
2 the accepted ~~document~~ information includes document
3 content.

1 Claim 9 (original): The method of claim 1 wherein the
2 application is a content requesting and rendering
3 application.

1 Claim 10 (original): The method of claim 1 wherein the
2- application is a browser.

1 Claim 11 (original): The method of claim 1 wherein the
2 application is a browser plug-in.

1 Claim 12 (original): The method of claim 1 wherein the
2 application is a browser toolbar.

1 Claim 13 (original): A method for use in an environment
2 including a client device and a content-relevant ad server,
3 the method comprising:

4 a) receiving, by the client device, a requested
5 document including content;
6 b) submitting, by the client device, a request for at
7 least one content-relevant ad to the content-relevant
8 ad server;
9 c) receiving, by the client device, at least one
10 content-relevant ad, sourced by the content-relevant
11 ad server; and
12 d) rendering, by the client device, at least one of
13 the at least one content-relevant ad received.

1 Claim 14 (original): The method of claim 13 wherein the
2 request includes an identifier of the received document.

1 Claim 15 (original): The method of claim 13 wherein the
2 request includes content of the received document.

1 Claim 16 (original): The method of claim 13 wherein the
2 request includes concepts derived from the content of the
3 received document.

1 Claim 17 (original): The method of claim 13 further
2 comprising:
3 - extracting, by the client device, concepts from the
4 content of the received document,
5 wherein the request includes the concepts extracted by
6 the client device.

1 Claim 18 (original): The method of claim 13 wherein the act
2 of rendering, by the client device, at least one of the at
3 least one content-relevant ad received includes rendering

4 the at least one of the at least one content-relevant ad in
5 association with the content of the requested document.

1 Claim 19 (original): The method of claim 13 further
2 comprising:

3 e) rendering, by the client device, the content of
4 the document in a first window,
5 wherein the at least one of the at least one
6 content-relevant ad received is rendered in a second
7 window.

1 Claim 20 (original): The method of claim 19 wherein the
2 second window is rendered over, and at least partially
3 covers, the first window.

1 Claim 21 (original): The method of claim 19 wherein the
2 second window is rendered beneath the first window without
3 covering any part of the first window.

1 Claim 22 (original): The method of claim 19 wherein the
2 second window is rendered adjacent to the first window.

1 Claim 23 (original): The method of claim 13 wherein the
2 request for at least one content-relevant ad is generated
3 and sent by a browser application on the client device.

1 Claim 24 (original): The method of claim 23 wherein the at
2 least one of the at least one content-relevant ad received
3 is rendered by the browser application.

1 Claim 25 (original): The method of claim 13 wherein the
2 request for at least one content-relevant ad is generated
3 and sent by a browser plug-in on the client device.

1 Claim 26 (original): The method of claim 25 wherein the at
2 least one of the at least one content-relevant ad received
3 is rendered by the browser plug-in.

1 Claim 27 (original): The method of claim 13 wherein the
2 request for at least one content-relevant ad is generated
3 and sent by a browser toolbar on the client device.

1 Claim 28 (original): The method of claim 27 wherein the at
2 least one of the at least one content-relevant ad received
3 is rendered by the browser toolbar.

1 Claim 29 (currently amended): The method of claim 13
2 further comprising:
3 e) rendering content of the requested document,
4 wherein the act of rendering content of the requested
5 document is initiated before the act of submitting a
6 request submits the request.

1 Claim 30 (currently amended): The method of claim 13
2 further comprising:
3 e) rendering content of the requested document,
4 wherein the act of rendering content of the requested
5 document is completed before the act of submitting a
6 request submits the request.

1 Claim 31 (original): The method of claim 13 further
2 comprising:

3 e) rendering content of the requested document,
4 wherein the act of rendering content of the requested
5 document is initiated before the act of rendering at least
6 one of the at least one content-relevant ad received is
7 initiated.

1 Claim 32 (original): The method of claim 13 further
2 comprising:

3 e) rendering content of the requested document,
4 wherein the act of rendering content of the requested
5 document is completed before the act of rendering at least
6 one of the at least one content-relevant ad received is
7 initiated.

1 Claim 33 (original): The method of claim 13 wherein the act
2 of submitting a request for at least one content-relevant
3 ad to the content-relevant ad server occurs before a
4 request for the requested document.

1 Claim 34 (currently amended): The method of claim 13
2 wherein the act of submitting a request for at least one
3 content-relevant ad to the content-relevant ad server
4 occurs ~~substantially~~ concurrently with a request for the
5 requested document.

1 Claim 35 (original): The method of claim 13 further
2 comprising:

3 e) rendering, by the client device, the content of
4 the document in a browser window,
5 wherein the at least one of the at least one
6 content-relevant ad received is rendered in the browser
7 window.

1 Claim 36 (original): The method of claim 13 further
2 comprising:
3 e) rendering, by the client device, the content of
4 the document in a first part of a browser window,
5 wherein the at least one of the at least one
6 content-relevant ad received is rendered in a second part
7 of the browser window, wherein the second part of the
8 browser window shares no space with the first part of the
9 browser window.

1 Claim 37 (original): The method of claim 36 wherein the
2 second part of the browser window is a browser chrome part
3 of the browser window.

1 Claim 38 (original): The method of claim 36 wherein the
2 second part of the browser window is a browser toolbar.

1 Claim 39 (original): The method of claim 36 further
2 comprising:
3 f) rendering browser chrome in a third part of the
4 browser window.

1 Claim 40 (original): The method of claim 39 wherein the
2 third part of the browser window is arranged between the
3 first and second parts of the browser window.

1 Claim 41 (original): The method of claim 39 wherein the
2 second part of the browser window is arranged between the
3 first and third parts of the browser window.

1 Claim 42 (currently amended): Apparatus, for use in an
2 environment including a client device and an ad server, the
3 apparatus comprising:

4 a) an input for accepting ~~document~~ information
5 concerning a document requested by the client device,
6 information being sourced from an application on the
7 client device;

8 b) means for determining at least one ad relevant to
9 content of the document using at least the accepted
10 ~~document~~ information; and

11 c) means for sending the at least one ad determined
12 to the client device.

1 Claim 43 (original): The apparatus of claim 42 wherein the
2 means for determining at least one ad relevant to the
3 content of the document further uses at least ad relevance
4 information.

1 44 (original): The apparatus of claim 43 wherein the ad
2 relevance information includes an ad concept.

1 Claim 45 (currently amended): The apparatus of claim 42
2 wherein the accepted ~~document~~ information is document
3 relevance information.

1 Claim 46 (currently amended): The apparatus of claim 42
2 wherein the accepted ~~document~~ information is at least one
3 concept of the content of the document.

1 Claim 47 (currently amended): The apparatus of claim 42
2 wherein the accepted ~~document~~ information is a document
3 identifier.

1 Claim 48 (original): The apparatus of claim 47 wherein the
2 means for determining at least one ad relevant to the
3 content of the document includes
4 i) means for looking up document content
5 relevance information using the document
6 identifier; and
7 ii) means for determining at least one ad
8 relevant to the content of the document using the
9 document content relevance information.

1 Claim 49 (currently amended): The apparatus of claim 42
2 wherein the accepted ~~document~~ information includes document
3 content.

1 Claim 50 (original): The apparatus of claim 42 wherein the
2 application is a content requesting and rendering
3 application.

1 Claim 51 (original): The apparatus of claim 42 wherein the
2 application is a browser.

1 Claim 52 (original): The apparatus of claim 42 wherein the
2 application is a browser plug-in.

1 Claim 53 (original): The apparatus of claim 42 wherein the
2 application is a browser toolbar.

1 Claim 54 (original): Apparatus, residing on a client
2 device, for use in an environment including a
3 content-relevant ad server, the apparatus comprising:

4 a) means for submitting a request for at least one
5 content-relevant ad to the content-relevant ad server;
6 b) an input for receiving
7 i) a requested document including content, and
8 ii) at least one content-relevant ad, sourced by
9 the content-relevant ad server; and
10 c) means for rendering at least one of the at least
11 one content-relevant ad received.

1 Claim 55 (original): The apparatus of claim 54 wherein the
2 request includes an identifier of the received document.

1 Claim 56 (original): The apparatus of claim 54 wherein the
2 request includes content of the received document.

1 Claim 57 (original): The apparatus of claim 54 wherein the
2 request includes concepts derived from the content of the
3 received document.

1 Claim 58 (original): The apparatus of claim 54 further
2 comprising:
3 - means for extracting concepts from the content of
4 the received document,
5 wherein the request includes the concepts extracted by
6 the client device.

1 Claim 59 (original): The apparatus of claim 54 wherein the
2 means for rendering at least one of the at least one
3 content-relevant ad received renders the at least one of
4 the at least one content-relevant ad in association with
5 the content of the requested document.

1 Claim 60 (original): The apparatus of claim 54 further
2 comprising:
3 e) means for rendering the content of the document in
4 a first window,
5 wherein the at least one of the at least one
6 content-relevant ad received is rendered in a second
7 window.

1 Claim 61 (original): The apparatus of claim 60 wherein the
2 second window is rendered over, and at least partially
3 covers, the first window.

1 Claim 62 (original): The apparatus of claim 60 wherein the
2 second window is rendered beneath the first window without
3 covering any part of the first window.

1 Claim 63 (original): The apparatus of claim 60 wherein the
2 second window is rendered adjacent to the first window.

1 Claim 64 (original): The apparatus of claim 54 wherein the
2 means for submitting the request for at least one
3 content-relevant ad is a browser application on the client
4 device.

1 Claim 65 (original): The apparatus of claim 64 wherein the
2 means for rendering is the browser application.

1 Claim 66 (original): The apparatus of claim 54 wherein the
2 means for submitting the request for at least one
3 content-relevant ad is a browser plug-in on the client
4 device.

1 Claim 67 (original): The apparatus of claim 66 wherein the
2 means for rendering is the browser plug-in.

1 Claim 68 (original): The apparatus of claim 54 wherein the
2 means for submitting the request for at least one
3 content-relevant ad is a browser toolbar on the client
4 device.

1 Claim 69 (original): The apparatus of claim 68 wherein the
2 means for rendering is the browser toolbar.

1 Claim 70 (currently amended): The apparatus of claim 54
2 further comprising:
3 e) means for rendering content of the requested
4 document,
5 wherein the means for rendering initiates rendering
6 content of the requested document before the means for
7 submitting submits the a request.

1 Claim 71 (currently amended): The apparatus of claim 54
2 further comprising:
3 e) means for rendering content of the requested
4 document,
5 wherein the means for rendering completes rendering
6 content of the requested document before the means for
7 submitting submits the a request.

1 Claim 72 (original): The apparatus of claim 54 further
2 comprising:
3 e) means for rendering content of the requested
4 document,

5 wherein the rendering of content of the requested
6 document is initiated before the rendering of at least one
7 of the at least one content-relevant ad received is
8 initiated.

1 Claim 73 (original): The apparatus of claim 54 further
2 comprising:

3 e) means for rendering content of the requested
4 document,

5 wherein the rendering of content of the requested
6 document is completed before the rendering of at least one
7 of the at least one content-relevant ad received is
8 initiated.

1 Claim 74 (original): The apparatus of claim 54 wherein the
2 submission of a request for at least one content-relevant
3 ad to the content-relevant ad server occurs before a
4 request for the requested document.

1 Claim 75 (currently amended): The apparatus of claim 54
2 wherein the submission of a request for at least one
3 content-relevant ad to the content-relevant ad server
4 occurs ~~substantially~~ concurrently with a request for the
5 requested document.

1 Claim 76 (original): The apparatus of claim 54 further
2 comprising:
3 e) means for rendering the content of the document in
4 a browser window,
5 wherein the at least one of the at least one
6 content-relevant ad received is rendered in the browser
7 window.

1 Claim 77 (original): The apparatus of claim 54 further
2 comprising:
3 e) means for rendering the content of the document in
4 a first part of a browser window,
5 wherein the at least one of the at least one
6 content-relevant ad received is rendered in a second part
7 of the browser window, wherein the second part of the
8 browser window shares no space with the first part of the
9 browser window.

1 Claim 78 (original): The apparatus of claim 77 wherein the
2 second part of the browser window is a browser chrome part
3 of the browser window.

1 Claim 79 (original): The apparatus of claim 77 wherein the
2 second part of the browser window is a browser toolbar.

1 Claim 80 (original): The apparatus of claim 77 further
2 comprising:
3 f) means for rendering browser chrome in a third part
4 of the browser window.

1 Claim 81 (original): The apparatus of claim 80 wherein the
2 third part of the browser window is arranged between the
3 first and second parts of the browser window.

1 Claim 82 (original): The apparatus of claim 80 wherein the
2 second part of the browser window is arranged between the
3 first and third parts of the browser window.